



# Estilos

## Data Scientists in Enterprises

### Challenges, opportunities and cases

**November 17<sup>th</sup> 2023 – h 14.30**

#### Abstract:

In recent years, many companies have prioritized market research to respond to potential opportunities and unforeseen situations, by compiling and analyzing both internal and external data. However, given the dimensional scale of this information, it is not always possible to understand which dimensions are essential to consider while leaving out other sources. Data scientists are called to simplify the access to hidden behavior through Artificial Intelligence models. In this session, we will present a business case to share the working methods of a data scientist in a company. Starting from the importance of managing and orchestrating the data, we will select the right model in accordance with the project timeframe, design the experiments, and collect the results while providing the company a decision-making tool capable of overcoming the computational limits of classical reporting tools.

#### Company Bio:

Estilos is an IT consulting company that helps enterprises to manage end-to-end the customer experience using the potential of Artificial Intelligence and Advanced Analytics. Since 2005, we drive change through intelligence-enhanced choices, measurable actions, and new behaviors.

#### Speakers:

Andrea Montagna - [amontagna@estilos.it](mailto:amontagna@estilos.it)

Alvise De Biasio – [adebiasio@estilos.it](mailto:adebiasio@estilos.it)

Veronica Santello – [vsantello@estilos.it](mailto:vsantello@estilos.it)